GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:708
ANSWERED ON:03.03.2008
NUMBER OF PLI POLICY
Appadurai Shri M.

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the number of Postal Life Insurance (PLI) policy in various schemes have been taken by the people for the last one year, as on date, State-wise;

(b) the steps taken by the Union Government to boost the PLI among the public to compete with other private insurance companies;

(c) whether the Government has any proposal to make join compulsory for all employees of State Government to any PLI scheme; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) Number of Postal Life Insurance policy taken by the people for the last one year (01.04.2006 to 31.03.2007) is, PLI-318058 and RPLI-1285790. The State-wise number of policy is given in the Annexure:

(b) Following steps were taken to boost PLI business:

1. Strengthening the number of sales force by allowing Departmental officials of remaining categories to procure PLI business on commission/incentive.

2. Outsider persons have been empanelled as direct agents like other insurance companies.

3. The incentive/commission structure of the Agents and Departmental sales force made attractive,

4. Planned publicity through print and electronic media.

5. Improving after sales service through computerized processes.

6. Placing hoardings at Post offices.

7. Organizing Melas.

8. Sending Direct mail to customers.

9. Distribution of pamphlets and leaflets

(c) No, Sir.

(d) Does not arise in view of (c) above.